

IN THE CLAIMS:

1. (Canceled)
2. (Original) A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display-information to an information terminal having a display screen and an input unit, comprising the steps of:
 - (a) analyzing a page template specified by a display-information obtaining request sent from the information terminal;
 - (b) obtaining display-area specifying information from said page template;
 - (c) obtaining a plurality of banner beans related to said display-area specifying information in the display-information deciding apparatus;
 - (d) inspecting a plurality of schedule conditions respectively related to each of said banner beans to determine whether each schedule condition is a bean including a banner to be embedded in said page template;
 - (e) obtaining display-image specifying information and link-destination-URL specifying information from a banner bean judged as a bean including a banner to be embedded in the page template; and
 - (f) transmitting display image data corresponding to said display-image specifying information and character string information corresponding to said link-destination-URL specifying information to the information terminal.
3. (Canceled).

4. (Previously presented) A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

- (a) defining a page-template bean for holding as a property information for specifying an HTML file, including a Servlet defining section containing display-area specifying information as a parameter;
- (b) obtaining content specifying information from a part bean determined to be a part bean for holding content specifying information for specifying content of a part displayed in a display area as a property;
- (c) setting schedule information serving as a condition for contents to be displayed in said display area to said part bean; and
- (d) holding said part bean and display-area specifying information by relating said part bean and said display-area specifying information with each other.

5. (Canceled)

6. (Original) A display-information deciding system including a data base to be accessed by a display-information deciding apparatus for transmitting corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information as a parameter from an information terminal having a display screen and an input unit, comprising:

- (a) a component DB for storing a part bean holding content specifying information for specifying the content of a part displayed in a display area as a property; and

(b) an arrangement rule DB for storing an arrangement object for holding said part bean, the display-area specifying information, and schedule information serving as a condition for said part bean to be displayed in said display area by relating said part bean, the display-area specifying information, and said schedule information with each other.

7. (Canceled).

8. (Original) A storage medium for storing a display-information deciding program, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, wherein the program includes:

(a) program code for instructing the display-information deciding apparatus to analyze a page template specified by a display-information obtaining request sent from the information terminal;

(b) program code for instructing the display-information deciding apparatus to obtain display-area specifying information from said page template;

(c) program code for instructing the display-information deciding apparatus to obtain a plurality of banner beans related to said display-area specifying information in the display-information deciding apparatus;

(d) program code for instructing the display-information deciding apparatus to inspect a plurality of schedule conditions respectively related to each of said plurality of banner beans and determine whether each schedule condition is a bean including a banner to be embedded in said page template;

(e) program code for instructing the display-information deciding apparatus to obtain display-image specifying information and link-destination-

URL specifying information from a banner bean judged as a bean including a banner to be embedded in said page template; and

(f) program code for instructing the display-information deciding apparatus to transmit display image data corresponding to the display-image specifying information and character string information corresponding to said link-destination-URL specifying information to the information terminal.

9-10. (Canceled)

11. (Original) A storage medium for storing an object to be accessed by a display-information deciding apparatus for transmitting the corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information and display attribute information as parameters sent from an information terminal having a display screen and an input unit, comprising:

(a) a banner bean holding banner-display-image specifying information for specifying a display image of a banner displayed in a display area and banner-link-destination-URL specifying information for specifying a link destination URL of said banner as properties; and

(b) an arrangement object for holding said banner bean, the display-area specifying information, and schedule information serving as a condition for said banner to be displayed in a display area by relating said banner bean, the display-area specifying information, and said schedule information with each other.